

Congress to Celebrate 40 Years of Beautifying Ontario



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TORONTO, Ontario – Now celebrating a 40-year history of landscaping and beautifying Ontario, the members of Landscape Ontario Horticultural Trades Association and its vendor partners are proud to be marking the milestone at the event that has grown into Canada's largest horticultural, lawn and garden trade show and conference.

"The Landscape Ontario Congress show is a great tradition and meeting of the minds in the landscaping industry," says Beth Edney, Landscape Ontario show committee chair. "I have been attending the show since my university days when I was studying landscape architecture, and now that I have my own business I look forward to it every year to connect with my contractors and suppliers."

From its humble beginnings four decades ago, Congress has evolved into a vital education and networking event, attracting close to 13,000 industry professionals. This active and energetic community mentors each other, promotes professionalism, encourages competence and is committed to building a green industry that is valued, recognized and trusted by the public.

Congress 2013 will return to the Toronto Congress Centre South Building from Jan. 8-13, 2013, and will once again feature a Landscape Ontario Resource Centre and New Product Showcase highlighting more than 100 new products and the latest trends in the green industry.

"This show has exploded in growth over the past 40 years," says Tony DiGiovanni, Executive Director of Landscape Ontario. "The landscaping and green industry has become much more sophisticated, driven by a public that is more in tune with how gardens, landscapes and green spaces improve the quality of life in our communities. Congress is the one place where all of this comes together under one roof, allowing the key players in the industry

to be inspired, to see what's new, to renew old friendships and build new ones and to build their business."

At the heart of Congress is a green industry that believes by working together, all horticultural, lawn and garden companies will grow, and in so doing will strengthen communities across Ontario – both in terms of ensuring beautiful and well-maintained communities and neighbourhoods and in economic impact.

Congress has proven to be a key driver of new business for the green industry, and is a valuable tool for maintaining and building existing business relationships. Nearly 80 percent of exhibitors at Congress 2012 reported attracting new buyers during the trade show, and almost half made a sale or took an order for a sale.

"Congress is all about being exposed to the products, services and people who can help a landscaping business grow and prosper," says DiGiovanni. "You might come across something new to offer your clients, or learn about a particular product or process to improve your operations. An educational seminar may provide solutions to your most pressing problems or you may share ideas with a colleague. Congress is a place where we can practice being partners in each other's prosperity."